California State University, Northridge (CSUN) will be issuing a RFQ/RFP in late August to solicit interest for an on-campus hotel development opportunity.

With a student body of 40,000, CSUN graduates over 11,000 students annually and employs 4,000 faculty and staff members. CSUN boasts one of the largest student bodies in the 23-campus California State University System.

The University hosts thousands of visitors at academic, cultural and athletic events each year, including 60,000 attendees at commencement ceremonies over four days.

The 2.75 acre Proposed Hotel site boasts a prime, on-campus location with strong visibility from Nordhoff Street, a main thoroughfare.

Located on the Proposed Hotel Site, the 8,000 sq. ft. Orange Grove Bistro, which has reached the end of its useful life, hosts over 500 catered events annually.

A primary demand study estimates that 56% of the proposed hotel’s projected 42,700 annual room nights are generated by the University. As the only hotel within the submarket, outside lodging demand would comprise the remaining 44% of room nights.

CSUN boasts 19 Division I athletics teams, several of which are nationally ranked, including Men’s and Women’s Soccer, Men’s Volleyball, and Women’s Basketball. The campus hosts over 170 home sporting events annually.

The 2012–2017 compound annual growth rates (CAGR) for the local lodging market are as follows:

- Occupancy: 79.0%
- ADR: $182
- RevPAR: $144

**OCCUPANCY**

<table>
<thead>
<tr>
<th>LOCAL HOTELS</th>
<th>LOS ANGELES, CA</th>
<th>U.S. AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCCUPANCY</td>
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</tbody>
</table>

**SOURCES:**

- STR
- Hotel data compiled as of year-end 2017

**IMPRESSIVE RATES**

- 79.0% occupancy
- ADR: $182
- RevPAR: $144

**THE UNIVERSITY**

The University presently has an annual student body of over 40,000 and is located within one of the largest student bodies in the California State University System. CSUN graduates over 11,000 students annually and employs 4,000 faculty and staff members. CSUN hosts over 170 home sporting events annually, including 60,000 attendees at commencement ceremonies over four days.

**THE SORAYA**

The Soraya offers over 50 world-class shows each year, including musical, dance and theater performances.

**PROPOSED HOTEL**

Hotel will be located steps from the 1,700 seat Yvonne and Soraya Center for the Performing Arts (The Soraya) and the Campus Store. The Proposed Hotel could generate and capture demand from both components. The University will entertain proposals for a branded full service or upscale select service hotel.

**CAMPUS STORE**

The University is currently converting 8,000 sq. ft. within the Campus Store into meeting space and a new restaurant.

**RFQ/RFP DATES**

- RFQ/RFP GOES LIVE: 06.28.2018
- NON-MANDATORY PRE-PROPOSAL MEETING: 09.14.2018
- RFQ/RFP RESPONSES DUE: 10.29.2018

**ADJACENT TO THE SITE**

Adjacent to the site is an existing orange grove and fish/turtle pond. The picturesque walkable area generates foot traffic, particularly on weekends.

**THE OPPORTUNITY**

University is looking for a qualified, well capitalized development partner with a strong track record.
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IMPORTANT DATES

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The Orange Grove Bistro caters an additional 750 events elsewhere on campus each year, with an average of 54 attendees per event.

Site fully entitled for

150 HOTEL ROOMS
6 STORIES (70 feet, excluding mechanical)
110K SQ. FT.
217 SURFACE PARKING SPACES

University is open to creative food & beverage partnership opportunities with selected hotel developer.
About JLL
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